

BY ORDER OF THE COMMANDER
673D AIR BASE WING (PACAF)

673d AIR BASE WING INSTRUCTION 35-101

18 JULY 2012



Public Affairs

**673D AIR BASE WING PUBLIC
AFFAIRS POLICIES AND PROCEDURES**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This publication implements AFRPD 35-1, *Public Affairs Management*, and is used in conjunction with AFIs 35-101, *Public Affairs Policies and Procedures*, 35-104, *Media Operations and Crisis Communication*, 35-105, *Community Relations*, and 35-109, *Public Affairs Visual Information*. It establishes policies for services provided by the Joint Base Elmendorf-Richardson (JBER)/673d Air Base Wing Public Affairs (673 ABW/PA) Office. It prescribes the purpose, policies, responsibilities, procedures, priorities, capabilities and limitations in conducting PA (Public Affairs) operations. This publication applies to all service members, retired military members, appropriated and non-appropriated fund employees of the Department of Defense and family members. This publication does not apply to the Air National Guard and Air Force Reserve units and members. Refer recommended changes and questions about this publication to the office of primary responsibility (OPR) using AF Form 847, *Recommendation for Change of Publication*. Route the AF Form 847 through the appropriate chain of command. Ensure all records created as a result of processes prescribed in this publication are maintained in accordance with AFMAN 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://www.my.af.mil/afirms/afirms/afirms/rims.cfm>. See **Attachment 1** for a Glossary of References and Supporting Information.

1. Purpose. This publication sets forth policy and procedures to be followed by JBER units requesting JBER Public Affairs (PA) communication activities.

2. Priorities. Examples of PA operational activities and capabilities are outlined in **Priorities I and II**. Further information on execution of PA operations can be found in the 35 series AFIs. JBER units requesting PA communication capability will usually fall in to **Priority III** and

require a *Communication Tasking Order (JBER 833)*. Support of **Priority III** requests will be determined based on PA manning and operations tempo.

2.1. Priority I, Emergency Response and Crisis Communication. Incidents requiring immediate response. A crisis is a rapidly developing situation ranging from natural disasters to hostile activities posing a threat to US interests. A crisis becomes relevant when it is of a nature that commitment of US military forces and resources is contemplated to respond to the situation, or where the situation directly affects military assets. PA must be ready to implement courses of action to provide target audiences with accurate, timely and essential information. PA professionals are required to have the skills to engage the media and to keep a wide range of public venues informed during crises. The interpretation of an emergency is the occurrence of an event or disaster involving serious injury or fatality or an incident resulting in a legal claim against the US Government. Examples include, but are not limited to: contingency operations; humanitarian missions, aircraft accident; automobile accident involving serious injury or fatality of DoD personnel; accident involving DoD real estate, property, or equipment; legal documentation to be used as legal exhibits; homicide, spouse abuse, suicide, child abuse, and so forth.

2.2. Priority II, Wartime and Operational Readiness. Mission essential or urgent conditions requiring one or two days response time. Examples include, but are not limited to: flying/ground operations, intelligence, force protection, humanitarian operations, unit readiness, immediate releases to news media, and serious incidents involving injury or impairment of operational capability.

2.3. Priority III, PA Functions. Examples include, but are not limited to: base events; training; recruiting; historical documentation; command or mission videos (Wing/Brigade or higher); change of command/retirement ceremonies (Wing/Brigade, Group, Headquarters level); documentation of distinguished visitors; and documentation of significant mission events; award and morale programs. Normal turnaround for video or photos is three to 10 days depending on the extent of the product. If further edits are needed after product is reviewed, an additional three to 10 days for product delivery will be required.

3. Public Affairs Capabilities:

3.1. Photo Operations. PA will photograph the operations or events listed below based on priority and resources available. PA will defer requests not listed to self-help. **Priority III** events may be referred to self help if **Priority I and II** events have exhausted PA resources. All images, except those of a legal or sensitive nature, are archived for future retrieval.

3.1.1. PRIORITY I. Delivery is immediate:

3.1.1.1. Major Accident. Causing mass damage, injury or loss of life.

3.1.1.2. Automobile Accident. Involving serious injury or fatality of Department of Defense (DoD) personnel on or off the installation if requested by a JBER investigating agency.

3.1.1.3. Disaster. Products documenting natural and man-made disasters.

3.1.1.4. Legal Documentation. Used as legal exhibits.

3.1.1.5. Investigations. Homicide, spouse abuse, suicide, child abuse, and so forth.

3.1.1.6. Major Accidents. Involving real estate, property, or equipment; no less than \$10,000 in damage.

3.1.1.7. Media Operations. Newsworthy events.

3.1.2. PRIORITY II. Delivery is one to 2 days:

3.1.2.1. Advanced Echelon (ADVON). Products produced to support pre-deployment planning.

3.1.2.2. Operational Readiness. Products supporting training, drop zones, recruiting, and so forth.

3.1.2.3. Accessioning Program Submissions. Products of significant DoD value submitted monthly (breaking news as soon as possible).

3.1.2.4. DoD Training. Units training with joint, coalition, and interagency partners.

3.1.2.5. Construction Projects. Products produced to show major projects progress from beginning to end.

3.1.2.6. Exercises and Inspections. Products produced to document base activities, participation and success/challenge areas.

3.1.2.7. Community Operations. Products produced to support interaction with the community and enhance the community relations.

3.1.2.8. Material Deficiency Reports (MDR). Products produced according to regulation requirements.

3.1.2.9. Military Passports/Isopreps/Visas/Naturalization. Products produced in accordance with State Department and DoD guidance. No personal passport support provided.

3.1.2.10. Mission Photos. Products produced to document your unit's mission and limiting factors. At home base or down range.

3.1.2.11. Training Program Photos. Products used in conjunction with established training program.

3.1.2.12. Special Duty Portraits. Products produced in accordance with special duty assignment selection criteria.

3.1.3. PRIORITY III. Delivery is 3 to 10 days:

3.1.3.1. Annual/Quarterly Award Portraits. One each; 8x10 or 5x7 color print for group/battalion-level award winners and above only.

3.1.3.2. Base Historian Support. Products produced according to historian regulation requirements.

3.1.3.3. Change of Command Ceremonies. One professionally designed 8x10 digital layout and image compact disc (CD) per group/battalion level or higher commander.

3.1.3.4. Chain of Command Portraits. Squadron/company level and above only.

3.1.3.5. Commanders Calls. Base level and above. One image CD will be provided.

3.1.3.6. Format conversion. Convert customer's official image files to user-friendly formats.

3.1.3.7. Group Photos. Wing/brigade level or above. One 8x10 color print provided for wing display. Digital file will be given to requestor for additional prints at their expense.

3.1.3.8. Induction Ceremonies (Chiefs). One image CD provided to point of contact (POC).

3.1.3.9. Major Base & HQ Events. Products produced in accordance with base requirements.

3.1.3.10. Medal Presentations. Purple Heart/above.

3.1.3.11. Memorial Service. Products produced to document a military tribute to our fallen service members as requested.

3.1.3.12. Protocol Distinguished Visitors. Products produced in accordance with protocol requirements.

3.1.3.13. Retirement Ceremonies. Base photographer provides one image CD per retiree.

3.2. Video Operations. PA will film activities listed below based on priority and resources available. PA will refer all requests not falling within PA's scope of priorities listed below to self-help. PA will capture historical, operational, contingency and humanitarian events and if time permits will edit as needed. If an edited product is required the customer must provide an approved and finalized script (template provided by PA). The customer must coordinate all shooting times and locations, obtain any copyright clearances necessary (that is, music, b-roll, photos, and graphics, and so forth). The customer must allow a minimum two-week turnaround after all needed materials have been collected and obtained by PA. Projects of a larger scope, as determined by PA, will require a minimum one-month turnaround after all needed materials have been collected and obtained by PA. Videos of a historical, operational, contingency, or humanitarian nature will be archived for future retrieval. All video production requests will require an DD Form 1995, *Visual Information (VI) Production Report*.

3.2.1. PRIORITY I:

3.2.1.1. Investigative/Legal. Products produced as requested.

3.2.1.2. Disaster. Products documenting natural and man-made disasters.

3.2.1.3. Major Accidents. Involving DoD real estate, property, or equipment.

3.2.2. PRIORITY II:

3.2.2.1. ADVON. Products produced to support pre-deployment planning.

3.2.2.2. Operational Readiness. Produce products to support training, drop zones, recruiting, and so forth.

3.2.2.3. DoD Accessioning Program Submissions. Products of significant DoD value submitted monthly (breaking news as soon as possible).

3.2.2.4. DoD Training. Units training with joint, coalition, and interagency partners.

3.2.2.5. Exercises and Inspections. Products produced to document base activities, participation and success/challenge areas.

3.2.2.6. Media/Community Operations. Newsworthy events, or products directly supporting PA's mission to inform the public.

3.2.2.7. Recruiting. Products directly supporting recruiting efforts.

3.2.2.8. Training Program Videos. Products produced in conjunction with established training program.

3.2.3. PRIORITY III:

3.2.3.1. Change of Command Ceremonies. Wing/brigade level and above.

3.2.3.2. Historical. Products of important historical figures and those deemed significant by wing historian.

3.3. Multimedia Operations. All products, except those of a legal or sensitive nature, are archived for future retrieval.

3.3.1. PRIORITY I. Delivery is immediate:

3.3.1.1. Major Accidents. Involving DoD real estate, property, or equipment.

3.3.1.2. Media Operations. Newsworthy events.

3.3.2. PRIORITY II. Delivery is one to three days.

3.3.2.1. DoD Accessioning Program Submissions. Products of significant value and innovative designs submitted when produced.

3.3.3. PRIORITY III. Delivery is 5 to 10 days, or as agreed:

3.3.3.1. Brochures/Programs. One master copy produced for official activities sponsored at the wing/brigade level; can provide digital product.

3.4. Media/Community Operations and Internal Communications. PA will conduct media and community operations for newsworthy events on and off base. Execution of Priority I and II media operations are outlined in AFI 35-104. PA will facilitate Priority III events based on current manning and operations tempo.

3.4.1. PRIORITY I:

3.4.1.1. Major Accident. Resulting in major damage, injury or loss of life.

3.4.1.2. Automobile Accident. Involving serious injury or fatality of DoD personnel.

3.4.1.3. Disaster. Natural or man-made disasters.

3.4.1.4. Investigations. Homicide, spouse abuse, suicide, child abuse, and so forth.

3.4.1.5. Real World Events. Involving JBER units in world events.

3.4.2. PRIORITY II:

3.4.2.1. ADVON. Support pre-deployment planning.

3.4.2.2. Aerial Mission/PA Flights. Arrange and coordinate orientation flights, flyovers and aerial demonstrations in support of national news coverage, national civic events, etc. supporting the strategic communication plan.

3.4.2.3. DoD News. Submit significant media and community events to the Defense Media Activity (DMA).

3.4.2.4. Civic Leaders. Prominent community members of government, chambers and military support organizations.

3.4.2.5. Construction Projects. Related to quality of life and good stewardship of government funds.

3.4.2.6. Exercises and Inspections. Activities, participation and success/challenge areas.

3.4.2.7. Community Operations. JBER's annual program and advisory support to tenants.

3.4.2.8. Major Events. Prepare promotional and media plan.

3.4.2.9. Media Training/Interviews. Prepare subject matter experts. Also, deployment briefs.

3.4.2.10. Memorial Service. Honor fallen service members.

3.4.2.11. Operations. Local and abroad.

3.4.3. **PRIORITY III:**

3.4.3.1. Annual/Quarterly Award. Group/battalion-level awards and above only.

3.4.3.2. Base Historian Support. Newsworthy historical events.

3.4.3.3. Change of Command Ceremonies. Group/battalion level and above.

3.4.3.4. Commanders Calls. Plan wing/brigade level and above; provide topics for all others.

3.4.3.5. Hometown News Releases. Hometown media updates on personal achievements.

3.4.3.6. Medal Presentations. Purple Heart/above.

3.4.3.7. Protocol Distinguished Visitors. Newsworthy DVs.

3.4.3.8. Retirement Ceremonies. Base level and above or newsworthy.

3.4.3.9. Tours. Civic leaders, Reserve Officer Training Corps (ROTC), military, special interest groups, military reunion groups.

3.5. **Unofficial requests.** The following products are unofficial requests and **WILL NOT** be accomplished or supported:

3.5.1. Interior design (that is, large posters and prints to fill empty wall space).

3.5.2. Social functions (that is, hail and farewells, fundraisers, get-togethers, and so forth).

3.5.3. Booster club events.

3.5.4. Memorabilia/souvenirs, going away gifts or functions and retirement gifts. Refer to AFI 35-109, Chapter 2, paragraph [2.2.4.1](#)

3.5.5. Alteration of official photographic images (Prohibited by DoD Directive 5040.5, 29 August 1995).

3.5.6. Work center photo ID boards unless required by regulation.

3.5.7. Private organizations, that is, African American, Hispanic American, Native American-Heritage Committees, Air Force Sergeants' Association (AFSA), Chief/Sgt Major's Group, and so forth. unless rendered newsworthy by public affairs or historically significant by wing historian.

3.5.8. Anything in violation of the Copyright Act of 1976: Copyrighted material will not be reproduced in any way, including scanning, without prior consent from the copyright owner. A copy of the consent must be retained in the Multimedia (MM) center files. Refer to AFI 33-109, chapter 6, paragraph **6.8**.

4. Restrictions. Audiovisual products will not contain material that:

4.1. Shows DoD personnel in an unfavorable or undignified situation unless doing so is essential to the production's message.

4.2. Implies endorsement of a commercial product or service by including trademarks, logos, labels, distinctive packaging, or references to trade or brand names in narratives, dialogues, or titles.

4.3. Promotes an individual, activity, or organization, or provides a forum for opinions on a broad subject without referencing a specific program.

4.4. Is inaccurate or incompatible with DoD policy or doctrine.

4.5. Discriminates, or appears to discriminate, against individuals because of gender, race, color, national origin, age religion, or handicap.

5. Customers. Customers will:

5.1. Fill out JBER Form 833 to request PA support. Submit JBER Form 833 to PA by delivering to Building 10480, e-mailing with a digital signature to iber.pateam@elmendorf.af.mil or faxing to 552-5111. JBER/PA will coordinate with requesting organization.

5.2. Give PA at least 48-hours notice for location photography and studio services. Call 552-8151 to schedule an appointment. Details need to include time, location, format, POC, and so forth. Describe the product's planned use and certify the request is for official business.

5.3. Not cut, re-edit, or otherwise alter or reproduce copies of PA products without permission of the owning organization. Coordinate requests for segments of productions for briefings or other productions through PA. This procedure precludes inadvertent violation of copyright or legal restrictions.

5.4. Obtain specific clearance for each use of copyright material (that is, music or movie clips).

5.4.1. Obtain signed releases for materials used in productions from people who appear in or speak in a production or whose minor children, real estate, or other private property appear in a production.

5.4.1.1. A release is not required for active duty military, including cadets or midshipmen of the United States military academies or DoD civilians performing official duties.

6. Self-help program. PA has consumer-grade digital cameras and video cameras provided for official use on a first-come, first-serve basis.

6.1. **Equipment Checkout.** Indefinite equipment checkout is not allowed. All PA equipment is inspected and in operating order prior to issue and upon return. Customers must complete an AF Form 1297, *Temporary Issue Receipt*, in order to sign out equipment. The original is kept on file, and a copy is given to the customer. The AF Form 1297 is removed from the file once the equipment is returned. Screens are issued for a maximum of one week. Customers are not authorized to perform equipment maintenance unless qualified. Customers are solely responsible for equipment in their possession.

7. Information Collection. No information collections are required by this publication.BEGIN

BRIAN P. DUFFY, Colonel, USAF
Commander

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFPD 35-1, *Public Affairs Management*, 17 September 1999.

AFI 35-101, *Public Affairs Policies and Procedures*, 18 August 2010.

AFI 35-104, *Media Operations and Crisis Communication*, 22 January 2010.

AFI 35-105, *Community Relations*, 26 January 2010.

AFI 35-109, *Public Affairs Visual Information*, 12 March 2010.

AFM 33-363, *Management of Records*, 1 March 2008.

Forms Adopted/Prescribed

Adopted – AF Form 847, *Recommendation for Change of Publication*; DD Form 1995, *Visual Information (VI) Production Report*; AF Form 1297, *Temporary Issue Receipt*

Prescribed – No forms were prescribed by this publication.

Abbreviations and Acronyms

ABW—Air Base Wing.

ADVON—Advanced Echelon.

AF—Air Force.

AFDPO—Air Force Departmental Publishing Office.

AFI—Air Force Instruction.

AFMAN—Air Force Manual.

AFRIMS—Air Force Records Information Management System.

AFSA—Air Force Sergeants' Association.

ASAP—As Soon As Possible.

CD—Compact Disc.

DD—Defense Department.

DMA—Defense Media Activity.

DoD—Department of Defense.

DV—Distinguished Visitor.

HQ—Headquarters.

JBER—Joint Base Elmendorf-Richardson.

ID—Identification.

MDR—Material Deficiency Reports.

MM—Multimedia.

OPR—Office of Primary Responsibility.

MAJCOM—Major Command.

PA—Public Affairs.

POC—Point of Contact.

RDS—Records Disposition Schedule.

ROTC—Reserve Officer Training Corps.

VI—Visual Information.